

 KathrynRambles retweeted



Emily Lamb @lamb_iam

16 hours ago

current status: wishing chipotle would deliver directly to my library carrel



2



9



nolanhourback

May 03, 6:08pm via Twitter for iPhone

Library elevators out of order... Even they can't handle the stress of finals week



krussell_17

May 01, 8:48pm via Twitter for iPhone

I JUST WALKED BY SOMEONE IN THE CORNER OF THE LIBRARY EATING BARBECUE PULLED PORK OUT OF A CROCK POT OMG HAHA FINALS WEEK GOT PPL GOIN NUTS



Tarin Tischler @TarinTischler

11 hours ago

#blessed this girl decided to bring her UKELELE to the LIBRARY



9



Alexa Chryssovergis @achryssovergis

16 hours ago

It seems that we have reached that point in the semester where I'll be at the library more than I'm at my own house.



7



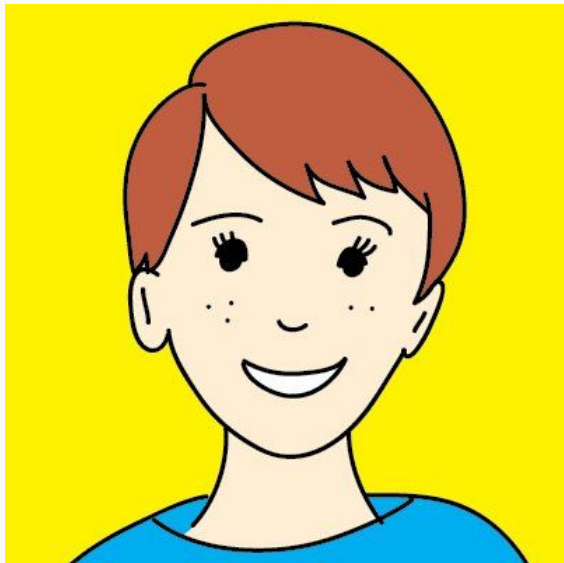
Becoming Strategic: The IU Libraries Social Media Comes of Age

November 1, 2017

Digital Library Brown Bag Series

#dlbb





Leanne Nay
Digital Engagement Librarian
@hey_library



Anne Haines
Web Content Specialist
@annehaines

A Brief History of Social Media at the IU Libraries



IU Libraries Social Media Overview

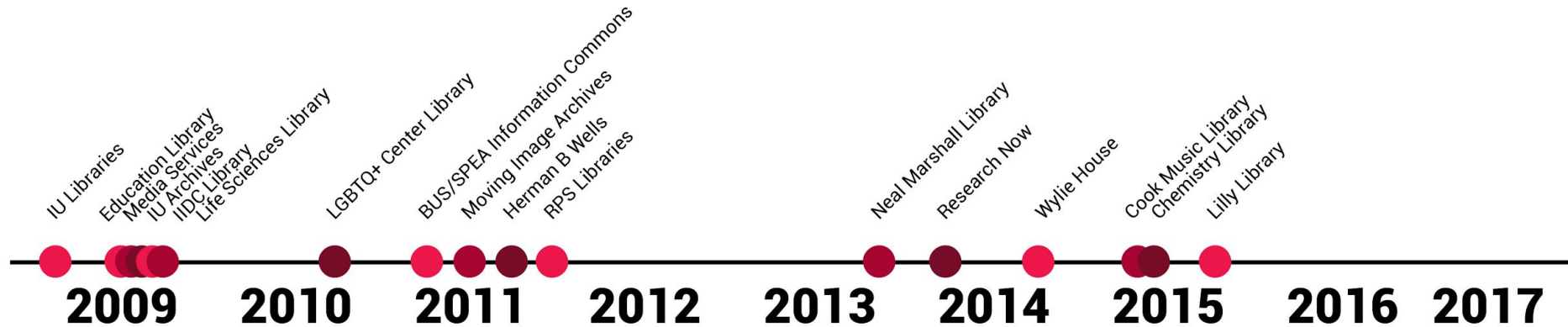
17 Twitter accounts

12 Facebook accounts

8 Instagram accounts

1 Snapchat accounts

Timeline of Twitter Account Creation



We have evolved!

Wells Library @HermanBWells

Slavic & Eastern European Studies is in SC 157M from 3-5pm

Impressions	279
-------------	-----



Wells Library @HermanBWells

DYK the 3D Printing Lab is open this summer? Hours are Monday-Friday from 10a-4p! <https://libraries.indiana.edu/3d-printing-wells-library> ... pic.twitter.com/3MZuentCbh

Impressions	31,994
-------------	--------

Total engagements	19
-------------------	----

Media engagements	6
-------------------	---

Detail expands	6
----------------	---

Retweets	4
----------	---

Link clicks	2
-------------	---

Likes	1
-------	---

Supporting Our Mission




“Our mission is to support and strengthen teaching, learning, and research by providing the collections, services, and environments that lead to intellectual discovery.”

Becoming Strategic

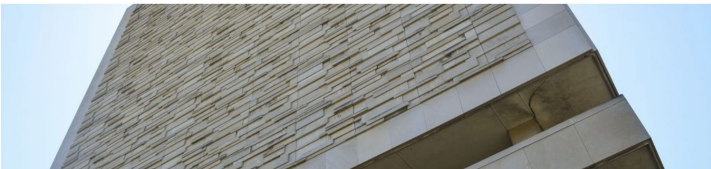


Communication Platforms

 INDIANA UNIVERSITY BLOOMINGTON

Media Beat


Film reviews, collection updates, and more from Media Services




Home About Contact Us

Insecure: A Cultural Milestone


Posted on October 5, 2017 by libmedia




Search ...

 **LIBRARIES**

- IU Libraries Blogs
- E. Lingle Craig Preservation Lab Blog
- Indiana University Libraries Moving Image Archive
- LGBTQ+ Library
- Blogging Hoosier History
- Research Now
- Lilly Library News & Notes
- Media Beat
- Metadata Discussion Group
- reDUX
- Scholarly Communication
- Wylie House News and Notes

 INDIANA UNIVERSITY BLOOMINGTON

Libraries / RESEARCH CAMPUS LIBRARIES SERVICES NEWS & EVENTS HELP **IUCAT**



What would you like to find at the library today?

Articles, Books, Research Help | Search... **GO**

Ask A Librarian

Instant Message a Librarian

Available Ask Us!

Type here to chat. Press ENTER to send.



Supporting the Strategy



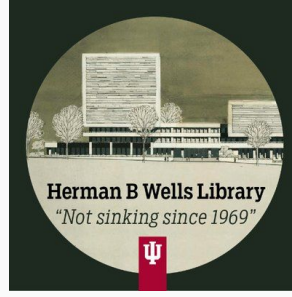
Top Twitter Accounts by Followers*



5,787



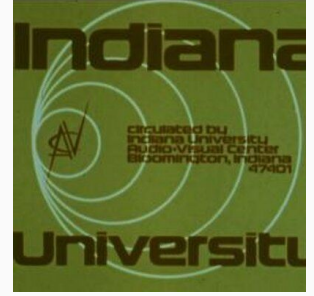
3,887



2,355



1,878



1,071

*as of 10/23/17

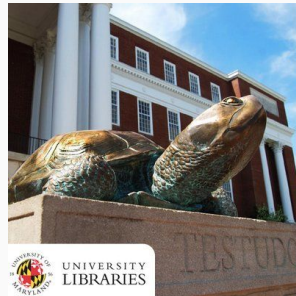
Top CIC Twitter Accounts by Followers*



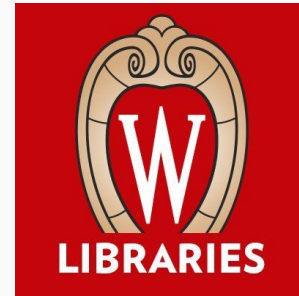
6,125



4,771



4,609



4,471



3,887

*as of 10/23/17

Analytics Tools

Hootsuite

Facebook Insights

Twitter Analytics

Google Analytics

Who.Unfollowed.Me

Twitter Stats

[@hermanbwells](#)

Joined August 2011

2,355 followers*

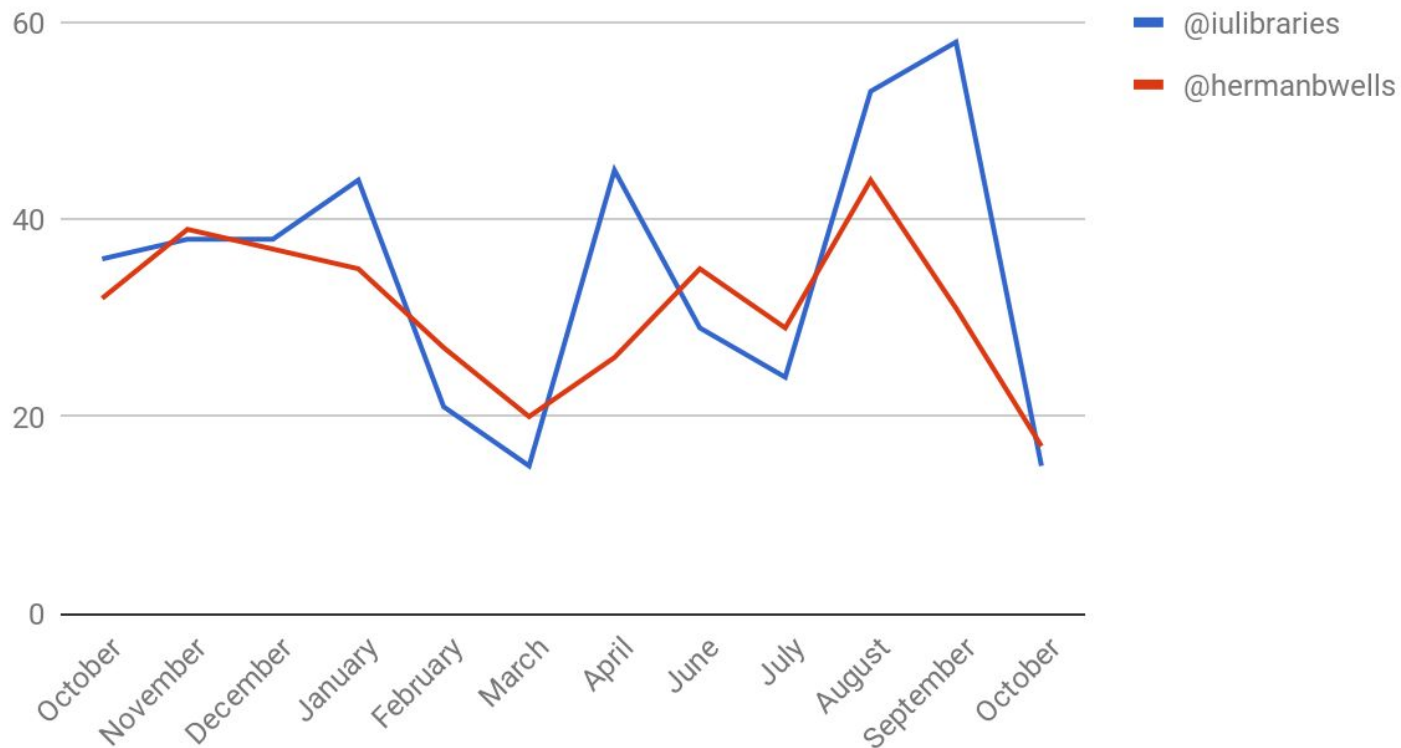
[@iulibraries](#)

Joined February 2009

3,887 followers*

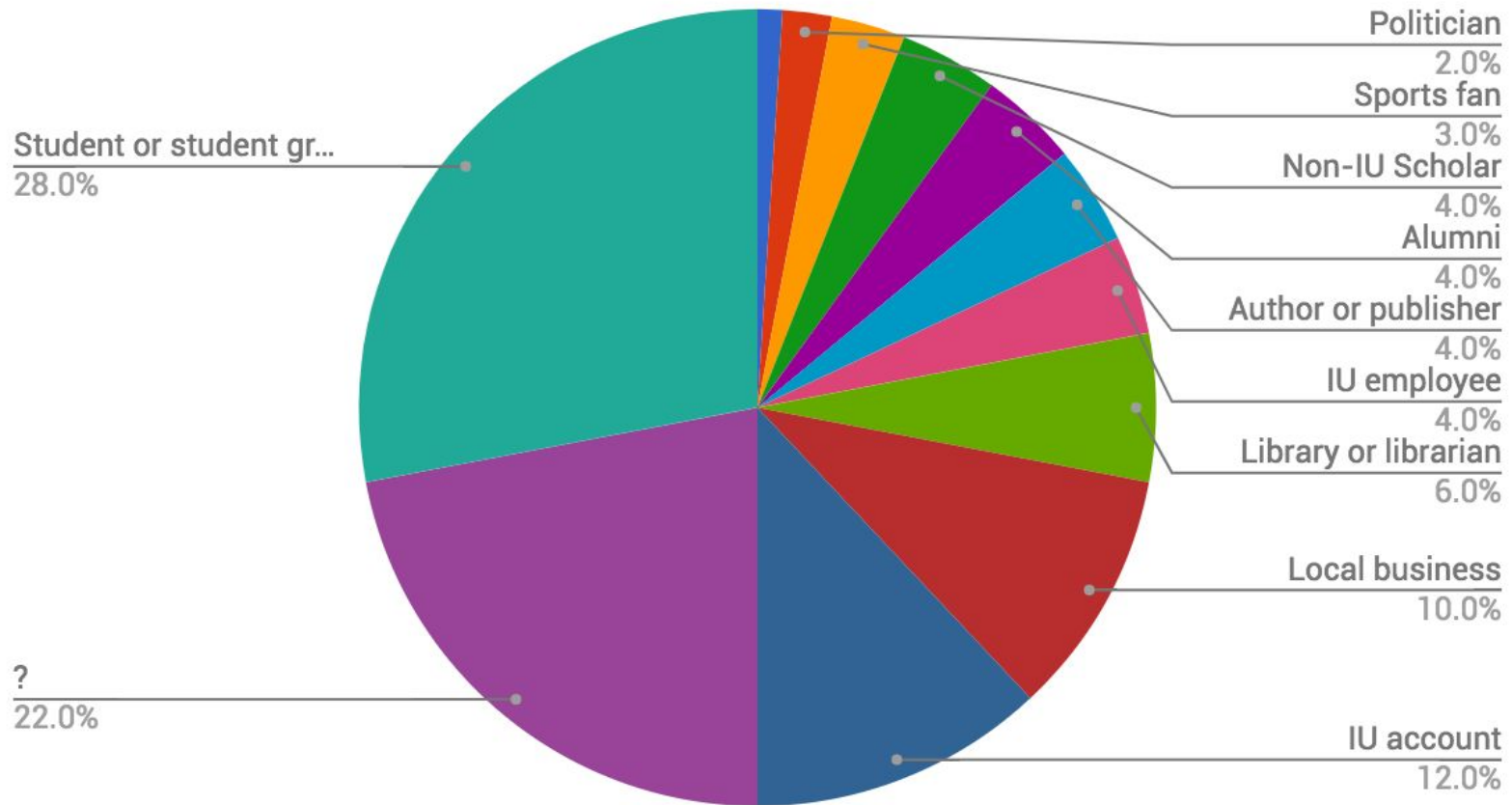
*as of 10/23/17

New Followers October 2016-October 2017

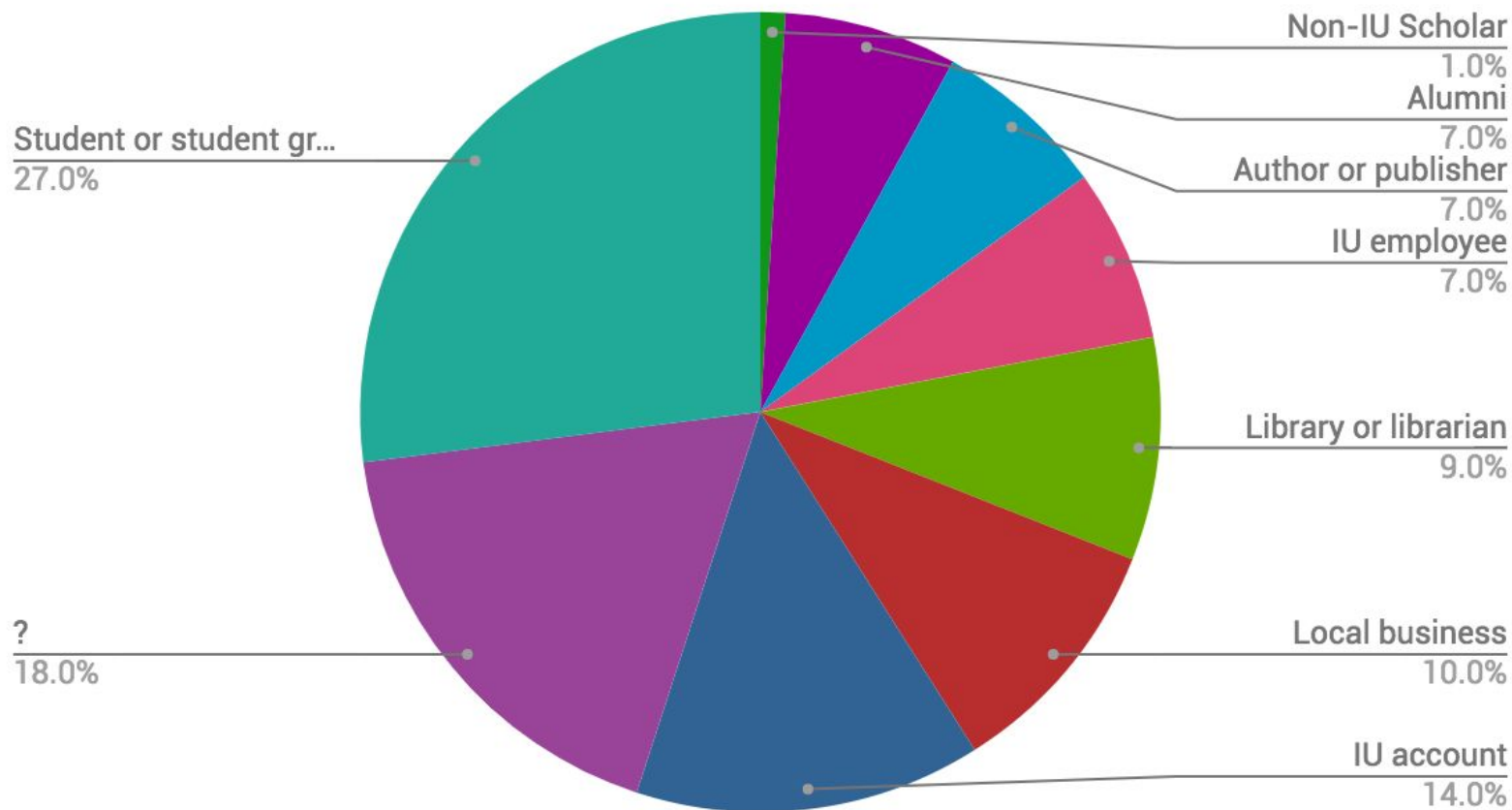


Average new followers per month | @hermanbwells = 31, @iulibraries = 34

@hermanbwells Random Sample of 100 Followers



@iulibraries Random Sample of 100 Followers



IU Libraries



@iulibraries
Indiana University
Bloomington

Get news, updates, and answers to all your IU library related questions from the staff at the IU Bloomington Libraries.



View on Twitter

Data

Your data is current as of 2 seconds ago, and can refresh in 14 minutes.

Plan

Your **Lite** plan never expires.
For more features please [Go Pro](#)

Most Recent

Unfollowers

1

[See Unfollowers](#)

New Followers

7

[See New Followers](#)

Last 30 days

Unfollowers

25

[See Unfollower History](#)

New Followers

70

[See New Follower History](#)

Wells Library



@HermanBWells
Bloomington, IN

The flagship of Indiana University Bloomington's multi-library system.



View on Twitter

[Follow @whounfollowedme](#)

Data

Your data is current as of 2 seconds ago, and can refresh in 14 minutes.

Plan

Your **Lite** plan never expires.
For more features please [Go Pro](#)

Most Recent

Unfollowers

4

[See Unfollowers](#)

New Followers

7

[See New Followers](#)

Last 30 days

Unfollowers

27

[See Unfollower History](#)

New Followers

54

[See New Follower History](#)

Anatomy of a Tweet



Wells Library
@HermanBWells

It's a perfect autumn day on the perfect college campus! #IUisHome

Hashtag for campus campaign



9:58 AM - 16 Oct 2017

11 Retweets 79 Likes



11




79



Retweeted by main
IU Twitter account

Strong imagery

Twitter Analytics

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 Wells Library @HermanBWells · Oct 16 It's a perfect autumn day on the perfect college campus! #IUisHome pic.twitter.com/cjnRj1ROma View Tweet activity				13,526	941	7.0%
				Promote		

Impressions = “Number of times users saw the tweet on Twitter”

Engagements = “Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the tweet retweets, replies, follows, and likes.”

Engagement rate = “The number of engagements divided by the total number of impressions.”

Twitter Engagement: Likes



IU Libraries

@iulibraries

Happy New Year, Hoosiers! Here's to a great year of learning, accomplishment, and good times.



8:00 PM - 31 Dec 2016

26 Retweets 94 Likes



1



26



94



Twitter Engagement: Retweets



Wells Library
@HermanBWells

DeStress Fest is TODAY! Join us in Wells Lobby from 6:30-8:00 to destress & have fun with food, free chair massages, therapy dogs, & more!



10:31 AM - 16 Nov 2016

16 Retweets 23 Likes



16



23



Twitter Engagement: Link Clicks



More information about the #OpenAccess policy adopted yesterday by the Bloomington Faculty Council. go.iu.edu/1tEq




12:00 PM - 22 Feb 2017

5 Retweets 2 Likes



Impressions	12,707
Total engagements	190
Media engagements	111
Link clicks	38
Detail expands	23
Hashtag clicks	7
Retweets	5
Profile clicks	4
Likes	2





Twitter Engagement: Customer Service


**Mack Miles**
@mackenzie_shayy


Follow

@iulibraries can I anonymously report disturbances in the stacks... i.e. pledges juuling and being loud. #NotQuietQuietFloor

7:58 PM - 23 Oct 2017


 1   







**IU Libraries** @iulibraries · 7h


Replying to @mackenzie_shayy

Sorry for the late reply! If this happens again, please let us know through our chat service:

**LIBRARIES**

Ask A Librarian
libraries.indiana.edu

   1 



Limitations of (Free) Analytics Tools

- Stats are current (typically 30-90 days)
- Difficult to see the full picture
- Don't always tell you what you want to know
- Still requires lots of manual labor

Looking Ahead

The Future of Social for the IU Libraries

- What platforms should we be on?
- Where does social media fit into the lives of our users/audience?
- When do we decide to shut down an account or stop using a platform? What is our exit strategy?



codykirkpatrick
Herman B Wells Libra...

Follow

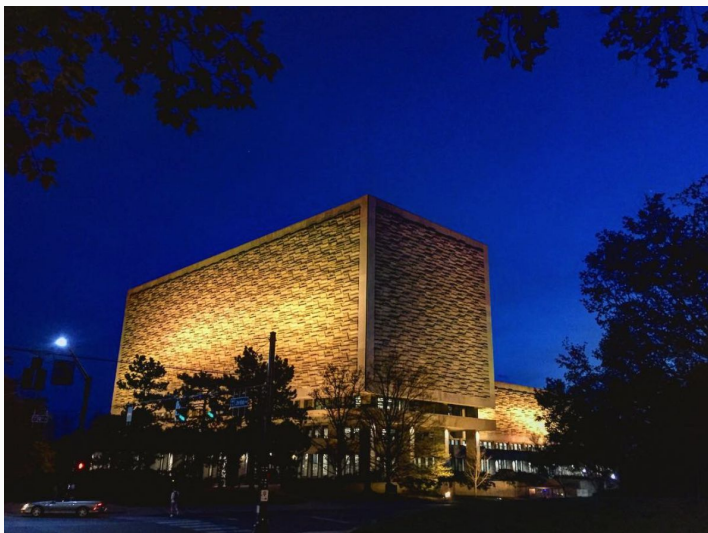
codykirkpatrick A look at one of the
#towers of #wellslibrary on a brisk
#fallafternoon. #bloomingtonindiana
#larkfilter



22 likes

OCTOBER 25, 2016

Add a comment...



jueyin_ashley
Herman B Wells Libra...

Follow

jueyin_ashley #stunning #night in
#iubloomington #wellslibrary 🌟
spring/summer night
monstersisterrr Very nice :)



16 likes

APRIL 16

Add a comment...



sunshinelinetherain
Herman B Wells Libra...

Follow

sunshinelinetherain Wells library
#indiana #indianauniversity #wellslibrary
#roses #summertime #thisyou
#leboyens



29 likes

MAY 18

Add a comment...



ganqiwei1994

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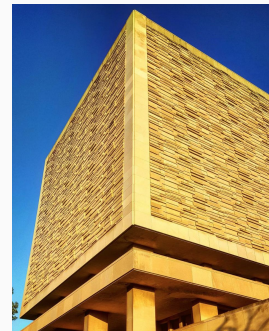
ganqiwei1994 Wells library 6:15pm
#indianauniversity #wellslibrary



17 likes

FEBRUARY 5

Add a comment...



fedor4
Indiana University

Follow

fedor4 #indianauniversitybloomington
#indianauniversity #bloomington #indiana
#myindiana #iubwellslibrary #hoosier
#hoosierlife #library #architecture
#domesandskyseries #domes_and_sky
#limestone



40 likes

JULY 8

Add a comment...

